

- recording user ratings of search results;
- identifying relevant elements of said user profile record with respect to said user searches;
- calculating relevancy coefficients based on said recorded user ratings and said user profile record;
- grouping said search results; and,
- recalculating of said relevancy coefficients based on said grouping of said results.

38. An apparatus for improving search engine efficiency using user feedback, comprising:

- a means for creating and modifying a user profile record;
- a means for recording user searches;
- a means for recording user ratings of search results;
- a means for identifying relevant elements of said user profile record with respect to said user searches;
- a means for calculating relevancy coefficients based on said recorded user ratings and said user profile record;
- a means for grouping said search results; and,
- a means for recalculating of said relevancy coefficients based on said grouping of said results.